



PROCUREMENT JUSTIFICATION FORM (PJF)

This form must accompany all contract requests and sole source requisitions (RQS) over \$5,000 submitted to the Division of Procurement Services.

INSTRUCTIONS: Please provide the requested information in the white spaces below. All responses (except signatures) must be typed; no hand-written forms will be accepted. See the guidance document posted with this form on the Division of Procurement Services intranet site (Forms page) for additional instructions.

PART I: OVERVIEW				
Department Office/Division/Program:		Office of the Public Advocate		
Department Contract Administrator or Grant Coordinator:		William S. Harwood, Public Advocate		
(If applicable) Department Reference #:		Sole-Source CT for Media Relations & Public Outreach		
Amount: (Contract/Amendment/Grant)	\$ 42,000.00	Advantage CT / RQS #:	20220308000000002026	
CONTRACT	Proposed Start Date:	Click or tap to enter a date.	Proposed End Date:	Click or tap to enter a date.
AMENDMENT	Original Start Date:	3/21/2022	Effective Date:	4/1/2023
	Previous End Date:	3/31/2023	New End Date:	3/31/2024
GRANT	Project Start Date:		Grant Start Date:	
	Project End Date:		Grant End Date:	
Vendor/Provider/Grantee Name, City, State:		The Knight Canney Group Portland, ME		
Brief Description of Goods/Services/Grant:		Continued public relations consulting services assisting the Office of the Public Advocate.		

PART II: JUSTIFICATION FOR VENDOR SELECTION

Check the box below for the justification(s) that applies to this request. (Check all that apply.)

<input type="checkbox"/>	A. Competitive Process	<input type="checkbox"/>	G. Grant
<input checked="" type="checkbox"/>	B. Amendment	<input checked="" type="checkbox"/>	H. State Statute/Agency Directed
<input checked="" type="checkbox"/>	C. Single Source/Unique Vendor	<input type="checkbox"/>	I. Federal Agency Directed
<input type="checkbox"/>	D. Proprietary/Copyright/Patents	<input type="checkbox"/>	J. Willing and Qualified
<input type="checkbox"/>	E. Emergency	<input type="checkbox"/>	K. Client Choice
<input type="checkbox"/>	F. University Cooperative Project	<input type="checkbox"/>	L. Other Authorization

Please respond to ALL of the questions in the following sections.

PART III: SUPPLEMENTAL INFORMATION

1. Provide a more detailed description and explain the need for the goods, services or grant to supplement the response in Part I.

Renewal of contract continuing unique, expert public relations consulting services assisting the Office of the Public Advocate to reach and educate the Maine ratepayers by communicating its purpose to the public and other entities, all to advance its mission, role and function as set forth in its authorizing statute, 35-A M.R.S. § 1702.

2. Provide a brief justification for the selected vendor to supplement the response in Part II. Reference the RFP number, if applicable.

The Vendor has unique and specific skillsets along with decades of media, government, public affairs, and communications experience. Such experience will effectively carry out OPA's mission it needs to communicate strategically with its various audiences.

3. Explain how the negotiated costs or rates are fair and reasonable; or how the funding was allocated to grantee.

The cost is consistent with the budget narrative provided by the vendor.

4. Describe the plan for future competition for the goods or services.

In the future, the Office of the Public Advocate will seek services through competitive procurement.

PART IV: AMERICAN RESCUE PLAN ACT (ARPA) / MAINE JOBS & RECOVERY PLAN (MJRP)


Does this request utilize ARPA/MJRP funds?


Yes – If Yes, please attach the approved Business Case(s).

No – If No, proceed to Part V.

PART V: APPROVALS

The signatures below indicate approval of this procurement request.

Signature of requesting Department's Commissioner (or designee):			
Typed Name:	William S. Harwood	Date:	2/13/2023

Signature of DAFS Procurement Official:	<small>DocuSigned by:</small> 		
Typed Name:	<small>249502C7B71A49A</small> Thomas Paquette	Date:	2/15/2023